

Rep Order# 6840872 Ver# 3 Mod# 0 Status Partially Confirmed Traffic Order# 808214

Printed: 08/13/2012 1:14 PM

1 of 2

EC'd Yes

Last Received: 08/13/2012 10:51 AM
Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.
Advertiser () RESTORE OUR FUTURE
Product RESTORE OUR FUTURE
Estimate# 1205
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //1205
Flight Dates 08/14/2012 - 08/20/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

LN 1 reads: Tu-Wed 10p-11p 4x :30 @ \$350 ttl \$1400
L2 - Ln 4 ok as listed
Added LN 5: Th-Fr Late Runs News (after NFL) 4x :30 @\$250

---STATION ORDER COMMENTS---

LN 1 reads: Tu-Wed 10p-11p 4x :30 @ \$350 ttl \$1400
L2 - Ln 4 ok as listed
Added LN 5: Th-Fr Late Runs News (after NFL) 4x :30 @\$250

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU F	10P-11P		:30	\$300.00	08/14-08/17	8	1	8	\$2,400.00	
				Buyline Comment: FOX TOL NEWS AT 10 REVISE RATE PER AGY/CLIENT REQUEST								
	2	SA-SU	10P-11P		:30	\$300.00	08/18-08/19	4	1	4	\$1,200.00	
				Buyline Comment: FOX TOL NEWS AT 10 REVISE RATE PER AGY/CLIENT REQUEST								
	3	SU	9A-10A		:30	\$25.00	08/19-08/19	1	1	1	\$25.00	
				Buyline Comment: FOX NEWS								
	4	M	10P-11P		:30	\$300.00	08/20-08/20	2	1	2	\$600.00	
				Buyline Comment: FOX TOL NEWS AT 10								

---REPORT TOTALS---

Report Totals: 15 / \$4,225.00

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---SALES MONTHLY TOTALS---

Aug 12: 15 / \$4,225.00
Sales Totals: 15 / \$4,225.00
Station Totals: 15 / \$4,225.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$105,625	CATV 0%	WNGT 0%	WNWG 5%	WTOL 57%	WTVG 34%
		WUPW 4%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA351

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6840872 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 308214

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--- CONTRACT COMMENT ---

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TU-F	10P-11P		:30	\$300.00	08/14-08/17	4	1	4	\$2,400.00 1,900 ⁰⁰	
				Buyline Comment: FOX TOL NEWS AT 10 REVISE RATE PER AGY/CLIENT REQUEST Sales Remark: V3 REVISE RATE PER AGY/CLIENT REQUEST V3 More than 2 codes changed								
				T/W 350 ⁰⁰								
	*2	SA-SU	10P-11P		:30	\$300.00	08/18-08/19	4	1	4	\$1,200.00	
				Buyline Comment: FOX TOL NEWS AT 10 REVISE RATE PER AGY/CLIENT REQUEST Sales Remark: V3 REVISE RATE PER AGY/CLIENT REQUEST V3 More than 2 codes changed								
	3	SU	9A-10A		:30	\$25.00	08/19-08/19	1	1	1	\$25.00	
				Buyline Comment: FOX NEWS								
	*4	M	10P-11P		:30	\$300.00	08/20-08/20	2	1	2	\$600.00	
				Buyline Comment: FOX TOL NEWS AT 10 Sales Remark: V3 REVISE RATE PER AGY/CLIENT REQUEST REVISE RATE PER AGY/CLIENT REQUEST V3 Comment Changed, Rate Changed								
				S TH/F WTS ANN NEWS								
				:30 TH/F 250 ⁰⁰								
				4 1 4 1000 ⁰⁰								

---REPORT TOTALS---

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---SALES MONTHLY TOTALS---

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---COMPETITIVE---

Market Totals \$105,625

CATV 0%
WUPW 4%

WNCT 0%

WNWO 5%

WTOL 57%

WTVG 34%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE